



# 歐化國際有限公司 Ulferts International Limited

## SHARES OF ULFERTS COMMENCES TRADING ON THE MAIN BOARD OF THE HKEX

(Hong Kong, 29 January 2018) — **Ulferts International Limited** (“**Ulferts**” or “the Group”, Stock Code: 1711.HK), a well-known furniture retailer in Hong Kong, is pleased to announce that trading of its shares commenced at 9:30 a.m. HKT today, following the Group’s successful listing on the Main Board of The Stock Exchange of Hong Kong Limited (the “HKEx”).

**Mr. Ricky Ng, Executive Director & Chief Executive Officer of Ulferts**, said, “The listing marks a milestone in Ulferts’ development. With steady growth in the supply of new residential units, we are optimistic towards the home furniture market. Leveraging on our strong brand recognition and well-defined expansion plans, the listing will bring greater momentum to grow our business. Ulferts will step up efforts to capture the opportunities in the industry, and look forward to deliver further success in the future.”

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### **About Ulferts International Limited**

Established for over 40 years, Ulferts is a well-known furniture retailer and currently operates “**Ulferts**”, “**Eurodecor**” and “**Dormire**” retail stores in Hong Kong. Dedicated to supply high quality and affordable luxury furniture for its customers to build their ideal home, Ulferts carries around 50 furniture brands (some of which are international brands) imported from different suppliers in Europe and Asia. It offers a wide variety of contemporary style furniture products targeted for middle to high income group. Meanwhile, its self-owned brand, “**Ulfenbo**”, mainly offers mattresses and sofas through wholesaling to dealers and retailing under “**Dormire**” retail stores. In recognition of Ulferts’ commitment to service excellence, its staff was awarded with “Outstanding Performance Awards” in 2017 Service & Courtesy Award programme organised by Hong Kong Retail Management Association. For more information, please visit its website: [www.ulfertsintl.com](http://www.ulfertsintl.com).



**Photo 1:**

**Mr. Ricky Ng, Executive Director & Chief Executive Officer of Ulferts** (Middle) and VIP guests including **Dr. Albert Yeung, Chairman of Emperor Group**, celebrated the listing of Ulferts International Limited (Stock Code: 1711) on the Main Board of the HKEx today.

***From Left to Right:***

1. Mr. Chiu Kin Fai Independent Non-executive Director of Ulferts
2. Mr. Wong Wai Leung Executive Director of Octal Capital Limited
3. Mr. Alex Yeung Corporate Executive of Emperor Group
4. Ms. Vanessa Fan Managing Director of Emperor Group / Executive Director of Ulferts
5. Dr. Albert Yeung Chairman of Emperor Group
6. Mrs. Semon Yeung Chairperson of Emperor International Holdings Limited
7. Mr. Ricky Ng Executive Director & Chief Executive Officer of Ulferts
8. Ms. Ivy Mok Executive Director & Chief Operating Officer of Ulferts
9. Mr. Bryan Wong Managing Director of Emperor Group / Executive Director of Ulferts
10. Ms. Daisy Yeung Executive Director & Chief Executive Officer of Emperor Capital Group Limited
11. Mr. Benson Chu Chief Financial Officer of Emperor Group
12. Mr. Alan Fung Managing Director of Octal Capital Limited
13. Mr. Ng Hoi Yue Independent Non-executive Director of Ulferts



**Photo 2:**  
**Mr. Ricky Ng, Executive Director & Chief Executive Officer of Ulferts (Right) and Mr. Alex Yeung, Corporate Executive of Emperor Group (Left), strike the ceremonial gong at the Exchange Exhibition Hall, marking Ulferts' listing on the Main Board of the HKEx.**



**Photo 3:**  
**Mr. Ricky Ng, Executive Director & Chief Executive Officer of Ulferts** (Left) presents a souvenir (a mini leather sofa handmade in Europe, symbolising iconic product of Ulferts ) to the HKEx, which is received by **Ms. Helen Zee, Listing Committee Member of Hong Kong Exchanges and Clearing Limited** (Right).

**Media Enquiries**

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